

TANISHQ AUJLA

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Creative Director | Brand Strategist | Visual Storyteller

40%

Of monthly revenue
driven by a single
campaign

90+

Reels produced

20K+

Average views
On reels

10.5M+

Views generated

17+

Brands
worked with

CORE SKILLS

Creative Direction
Content Strategy
Branding & Visual Identity
Videography & Filmmaking
Photography

SOFTWARES

Final Cut Pro, Adobe Suite,
Pixelmator Pro

EDUCATION

ISDI Parsons New York

Fashion Communication &
Styling

Mumbai University

Bachelor of Arts

LANGUAGES

English, Hindi

PROFILE SUMMARY

- **Creative Director and visual storyteller with 7+ years** of experience creating campaigns across fashion, lifestyle and culture. Owns the end-to-end creative process from concept and casting to direction, production and post-production.
- **Directed the creative development** and execution of the No Fade Black Jeans campaign, achieving **6x ROAS and selling through 4 months of inventory within 1.5 months.**
- **Built 'Pro for Pro' from scratch** — a video interview series with industry professionals — owning the format design, direction, shooting and editing.
- **Featured by Vogue India** (2020) with both an Instagram feature and an editorial article on the future of fashion.
- Worked across major platforms including **Lakmé Fashion Week, Bombay Times Fashion Week, Cosmopolitan, Hello Magazine** and independent fashion brands.

WORK EXPERIENCE

Visual Communication Designer (Creative Direction & Content Strategy)

The Pant Project 2022-2025

- Owned content strategy against monthly and seasonal sales targets & translated category goals (e.g. growing jeans as a category) into full campaigns, from concept through script, casting, shoot, direction, styling, and edit.
- The jeans campaign series became a sustained revenue driver, accounting for up to 40% of monthly revenue at its peak, including the 'No Fade Black Jeans' campaign which achieved 6x ROAS and sold through 4 months of inventory in 1.5 months.
- Produced seasonal campaigns (Oops Proof with City Flow, Indian Pant Liberation, Giant Jeans at Moodindigo) that consistently performed well, delivering strong ROAS.
- Conceived & ran 'Pro for Pro,' an original interview series featuring industry creatives, designed the format, directed, shot and edited every episode.
- Produced store-traffic videos and localized retail storytelling campaigns that consistently increased footfall across key periods, contributing to 25-30% month-on-month growth.
- Led influencer marketing, social media management and content strategy across the brand's channels.
- Built and directed project teams — selecting cinematographers, stylists, HMU artists, producers, models and actors per campaign, and coordinating between all parties to deliver each shoot.

Creative Director, Videographer & Photographer

palais.de.circe

- Brought on to help a founder visualize the story behind her debut collection.
- Conceptualized and creative directed the full project: a fashion film as the centerpiece, alongside website stills and editorial content for Instagram.
- Directed and shot all video and photography, then edited the final fashion film and supporting visual assets.

Creative Director, Videographer & Photographer

Shivani.co

- Worked directly with the designer to translate her vision for the collection into a full campaign concept.
- Art directed the shoot end to end, color palette, styling direction and casting, then directed and shot on the day.
- Edited two distinct visual treatments from the shoot to suit different brand touch points.

Social Media Content Manager, Videographer & Photographer

Lakmé Fashion Week & Bombay Times Fashion Week (Oblique Studio)

- Covered every runway show across A/W 2018, A/W 2019 and S/R 2019 seasons.
- Identified standout designers, celebrities and influencers backstage and front-row for photography and short-form interviews.